

## **REMARKS - General**

The claims have been rewritten to address the section 102 rejection.

Applicant has added to the Claims more elements that are not in the Reisman Patent Application (20030229900). This information includes “where user must watch advertising to see the content.” Also which advertisement that the user has or has not seen is reported to the advertiser. This is a unique system and contain unique processes that were not disclosed in Reisman. Also as Examiner pointed out Reisman does not disclose a unit code being used. Application believes that this differentiates the current invention from Reisman and that this unique function cannot just assumed to be in the Reisman invention.

Dependent claims 28 and 29 also add the new elements of the advertiser using the information provided to choose what advertisement to be presented to the user. This is not in Reisman.

Applicant believes that the Applicant’s invention predates the Reisman Reference making the Section 102 rejection incorrect.

Also applicants have rewritten all claims to define the invention more particularly and distinctly so as to overcome the technical rejections and define the invention patentably over the prior art. Based on the information and argument made above, the modified claims should be deemed allowable.

## **Request for Interview.**

If the Examiner does not agree with the Applicant’s assessment and arguments Applicant requests the Examiner set up an in office interview to discuss with Applicant and Applicant’s Attorney at 740-892-2118. One of the issues of discussion will be evidence present to and desired by the Examiner to predate the Reisman reference.

## **Conclusion**

For all of the above reasons, applicant submits that the specification and claims are now in proper form, and that the claims all define patentably over prior art. Therefore the applicant submits that this application is now in condition for allowance, which action is respectfully solicited.

Respectfully submitted,

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App. No. 10/604,974

I hereby certify I have transmitted this paper by EFS to the Patent and Trademark Office on October 22, 2010.

October 22, 2010

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